

NAPMW Membership Drive Campaigns

November 15, 2016

Agility Resources Group, LLC

We would like the NAPMW Board to approve the following membership campaigns for our use during the appropriate situations throughout the year.

- 1) We will launch a campaign trying to bring back past members. NAPMW has a database that contains about 24,000 names. If the list is narrowed down to just those that contain emails we still have 15,000 contacts. We know that all of these emails might not work, but we will still be able to reach out to a very large number of people. These are people who are already familiar with NAPMW and what we stand for. We will send out emails telling these contacts that “NAPMW Misses You” and we will let them know about the benefits of being part of NAPMW and all of the new and exciting things we are doing as an association that they might not be aware of. We are currently sending “We Miss You” emails every month to those who expired the previous month and did not renew, but this campaign would allow us to reach out to a much larger number of people who were involved in or at least aware of the association in the past.

- 2) The second campaign we will launch is a National initiative using our database of mortgage professionals. We have built up a large database over the years and can reach out and let these contacts know why they should be a part of NAPMW. These are people who are not as familiar with the association so we will highlight the benefits of joining, along with information on Corporate Memberships and the meeting of CFPB and other regulator’s requirements by supporting NAPMW. We will focus on the work we are doing to help women in the mortgage industry and also show all the events we are involved in and opportunities we have for our members to network and receive quality education.

- 3) Our final campaign is a conference discount. We would allow anyone who attends any of the shows that NAPMW participates in (NAPMW Annual, Ultimate Mortgage Expo, Texas Mortgage Roundup, etc.) to join the association at a discounted price. Since most of the local associations charge a different amount for membership fees we would need to pick a set amount to charge those who join after attending a show. We feel a reduced rate would make show attendees want to take action and join because it feels like they are getting a large discount. The local association would need to get the full dues amount they usually receive and National would need to take the hit caused by the discounted price. We will send out an email after the event to all those

who attended encouraging them to join at this “Special Show Only Discount Price.”